Jessamine County Health Department

Public Health Issue
Physical Activity, Obesity, Diabetes

Project Description
The Jessamine County Health Department would like to create an interactive, environmental hiking trails and walking paths website for the community. This website will highlight local nature trails and paths. It will provide a description of the location of the trails, trail length, difficulty level, and activities allowed, driving directions, an interactive map that will zoom/pan on an aerial or satellite base map with notable sites marked (parking, facilities, points of interest), photos showing highlights of the area, and web links to other information relating to trails and environmental conservation. Jessamine County and the surrounding area have sixteen already existing land trails and six water trails. These trails are not advertised and very few people in our community are aware of the opportunities. The purpose of this website is to inform the community of the existence of the trails and challenge them to be physically active in an outdoor environment full of trees, creeks, and wildlife in a naturally beautiful setting away from pollution and compromised air quality.

Target Population
Jessamine County

Key Partners
Jessamine County Health Department, Parks and Recreation, Trails Association

Impact/Accomplishment
Through the website statistics page, in June the website had 1729 views and a total of 480 visitors. After we launched our communications through the local paper and social media in July, we saw an increase of 42% on views (4110) and a 45% increase of visitors (1058) of traffic in one month. We also tried to capture actual raw numbers at one of the trails through a sign in sheet format. Through this evaluation method, an estimated 250 people/week have visited this trail. We also tried to capture information related to the website and trails through an online survey that is on the website. This was the least effective method to gain subjective feedback from those hiking our local trails system as only 6 surveys were filled out (see link for results https://docs.google.com/forms/d/1_lW-tN71JSVEsJjJYPIvmrMigKaeDDMtPLMC072cqe0/edit?usp=sharing). As mentioned in our challenges piece, we will install a QR code at the trailheads for people to use for better access to the survey evaluation.

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Challenges/Lessons Learned

Getting feedback on the website and the trails in general has been challenging. We are considering adding a QR code reader to some of the trails so people can check-in, fill out the web survey, and leave comments.

Contact Information

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